

## **ABSTRACT**

A polymeric film and method for making the film. Mixing a structural material with a secondary material to form a unitary mixture prior to processing forms the film. For a printable film, the secondary material is a printable material.

- 5      The unitary mixture is extruded and heated so as to cause the printable material to bloom to the surface of the mixture. The result is a film that is stiffer and that lays flatter than prior multi-layered films that were prone to curling. The rollers used to stretch the film during this heat-setting stage are preferably very smooth so as to enhance the transverse-direction strength and stiffness of the film. In
- 10     another embodiment of the invention, the secondary material is a clarity-enhancing material that may be styrene-ethylene-butadiene-styrene block copolymer. The blend combination is a suitable replacement for polyvinyl chloride films in that it is soft, conformable, flexible and clear.